

Real Parking, Paper Parking and How to Stop Confusing the Two

NEW PARTNERS FOR SMART GROWTH

FEBRUARY 2, 2012

MOTT SMITH



Civic Enterprise Associates LLC

Note:

This presentation focuses on issues particular to walking districts. But the points are applicable more broadly, too.

Part 1: Real Parking

Part 1: **Real Parking**

= Actual Physical Places for Cars









What can you measure about **real parking**?

- How many spaces are there?

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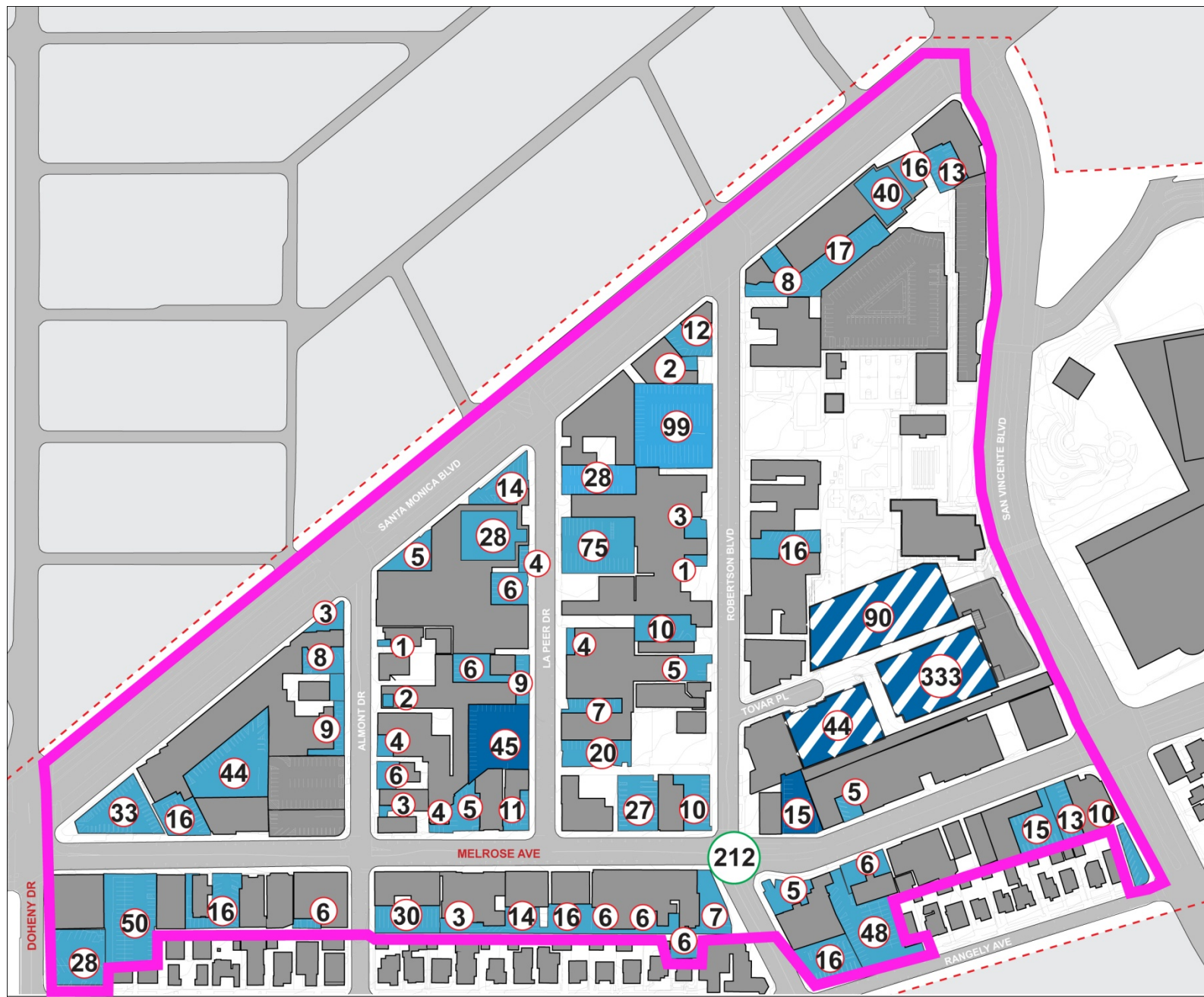
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- Where exactly are they?

What can you measure about **real parking**?

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- Where exactly are they?
- What kind of spaces are they? (on-street versus off-street, surface versus structure, etc.)

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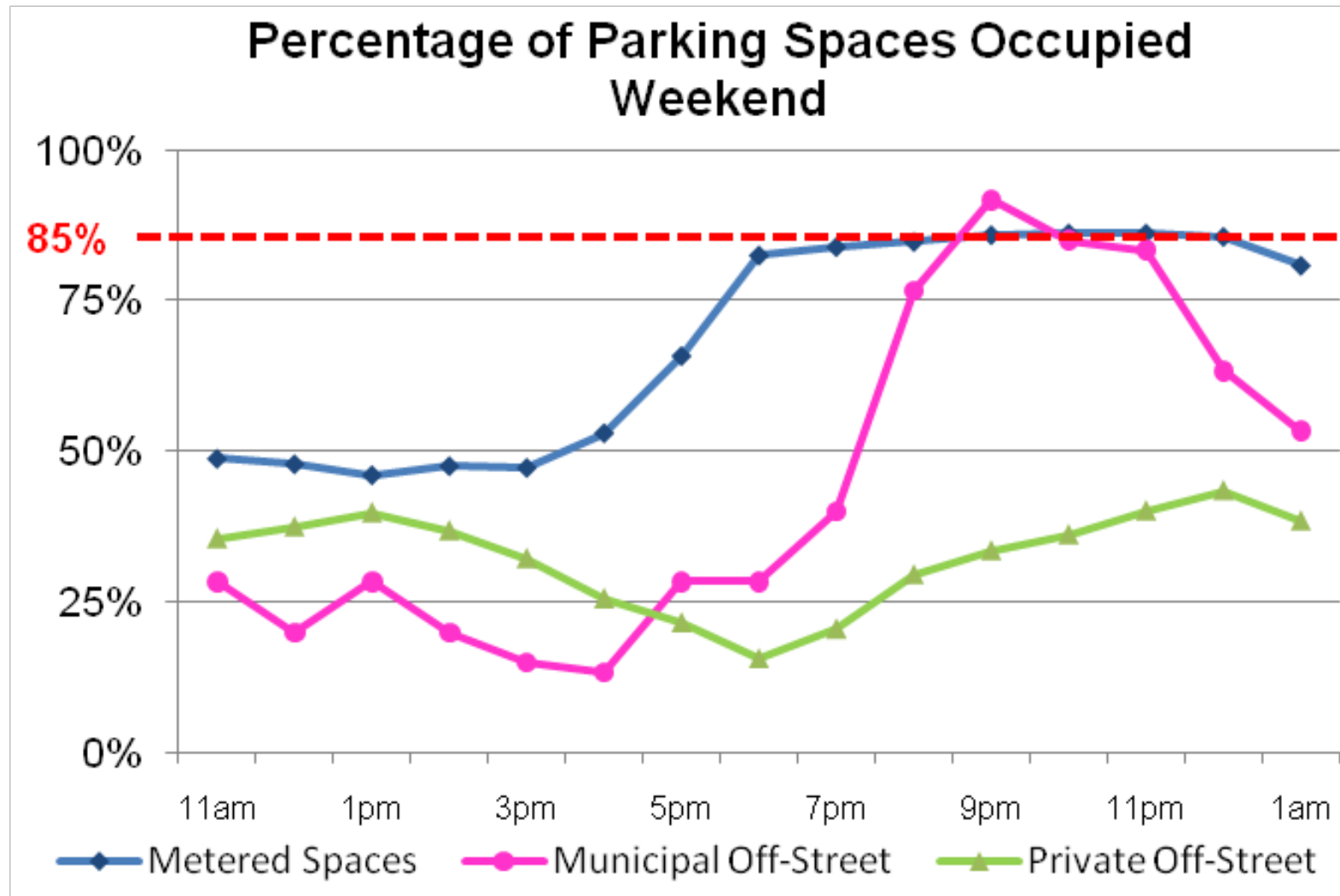
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- Who owns them? (Public versus private, etc.)



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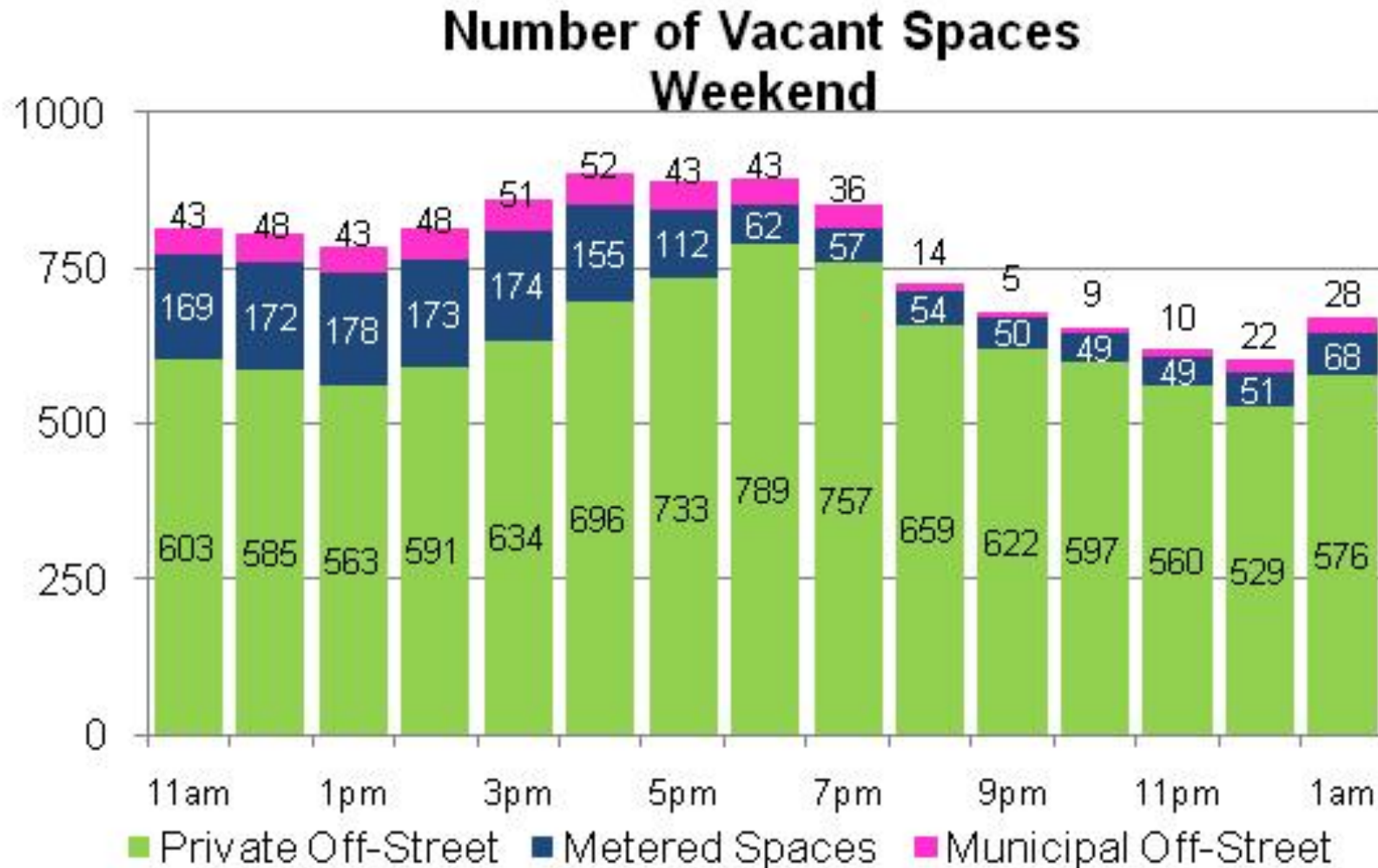
- How many spaces are there?
- Where exactly are they?
- What kind of spaces are they? (on-street versus off-street, surface versus structure, etc.)
- Who owns them? (Public versus private, etc.)
- How heavily are they used?

Santa Monica-Melrose West



Source: CEA Survey

Santa Monica-Melrose West



Despite all this, we base most everyday planning decisions

Despite all this, we base most everyday planning decisions on **paper parking**, not the real stuff.

Part 2: **Paper Parking:**

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The basis of entitlements decisions.

.

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The basis of entitlements decisions.

A lot like financial derivatives.

13. **Valet parking** shall be made available at all hours that the gourmet shop/deli business is open to the public.
14. Within **30** days of the effective date of this action, the applicant shall submit to the Zoning Administrator, **a contract with the valet company** and a letter of understanding or other agreement with the property owner of the building where such parking is to be provided **identifying the availability of parking**, noting location and number of spaces and the hours when such parking is to be available. The availability of valet parking shall be included in the menu and in any written advertising for the premises.
15. **A minimum of 20 parking spaces for the exclusive use of the subject business** shall be made available via the valet service. Any parking provided off-site shall not include parking which is required by the Municipal Code for any other use. Said parking shall not be for the use of employees. Parking shall be provided at 8075 West 3rd Street, as proposed by the applicant. In the event, that such parking is no

PRECISION VALET INC.

P.O. Box 9948
GLENDALE, CA 91226-0948
818-241-5011 FAX 818-241-7010

VALET PARKING AGREEMENT

This agreement ("Agreement") is entered into by and between Precision Valet Inc. ("Operator") and La Brea Dining California ("Restaurant") and is made with reference to the following facts:

- A. "Restaurant" is seeking valet services.
- B. "Operator" provides valet parking services of the type required by restaurant.

It is agreed.

1. Right to Operate a Valet Parking Service

Restaurant hereby grants "Operator" the right to operate a valet parking service from the Location.

2. Terms of Agreement

The term of this agreement shall commence on October 1, 2010 and shall

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Paper parking.

Illustration: A Tale of Two Restaurants

Unpopular
Restaurant 1
(4,000 SF)

Vacant Building
A
(4,000 SF)

Unpopular
Restaurant 2
(4,000 SF)

Mysterious Car
Wash
With "72"
parking spaces

A Street

Unpopular
Restaurant 3
(4,000 SF)

Vacant Building
B
(4,000 SF)

Unpopular
Restaurant 14
(4,000 SF)

P
500 spaces

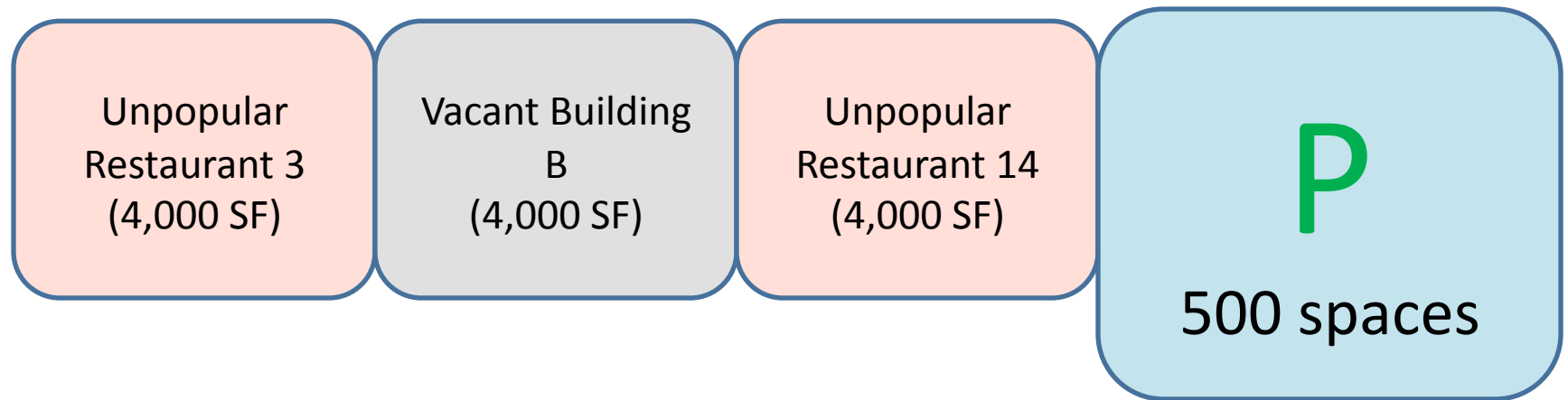
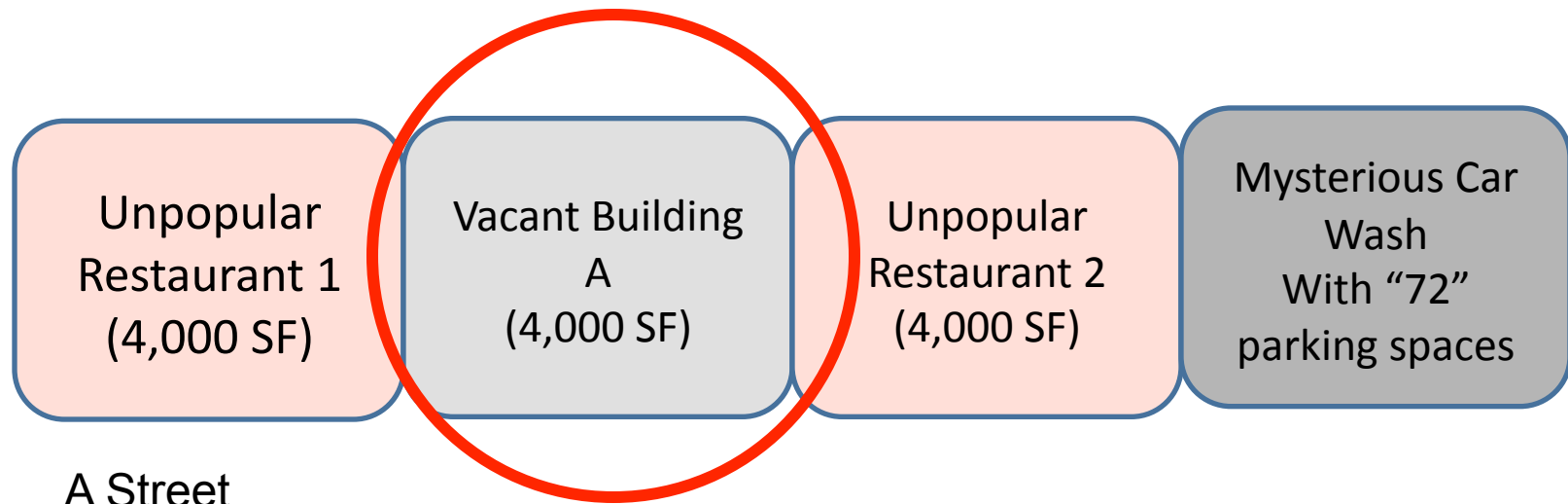
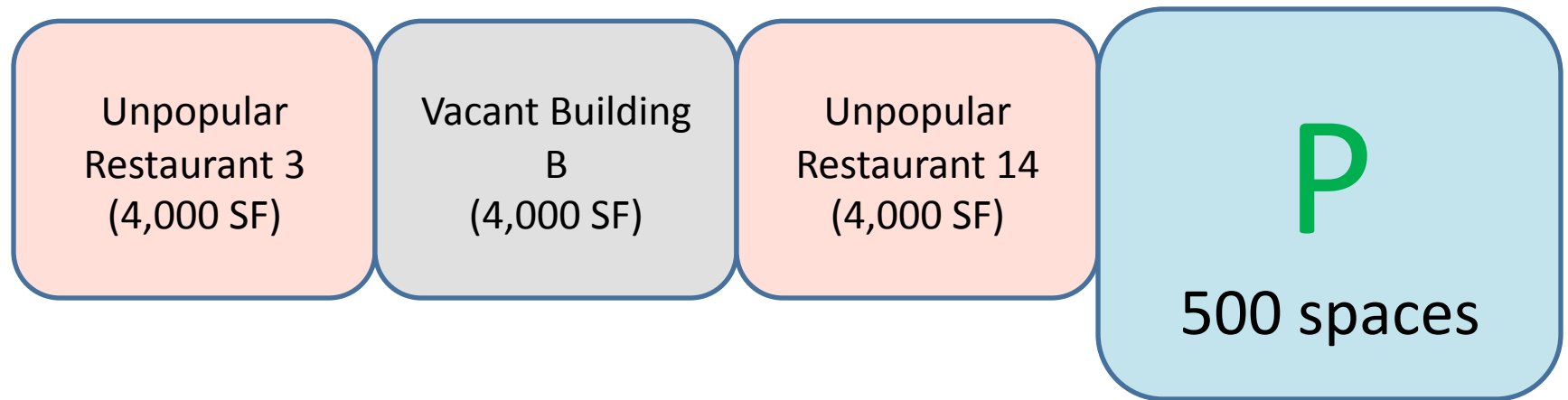
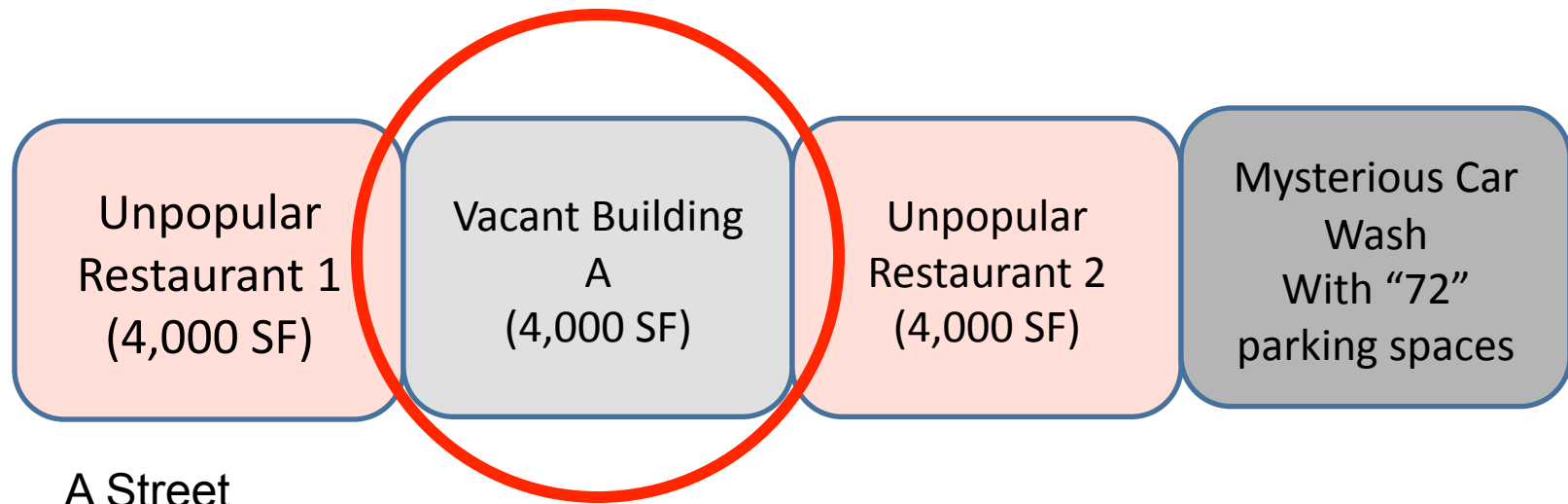
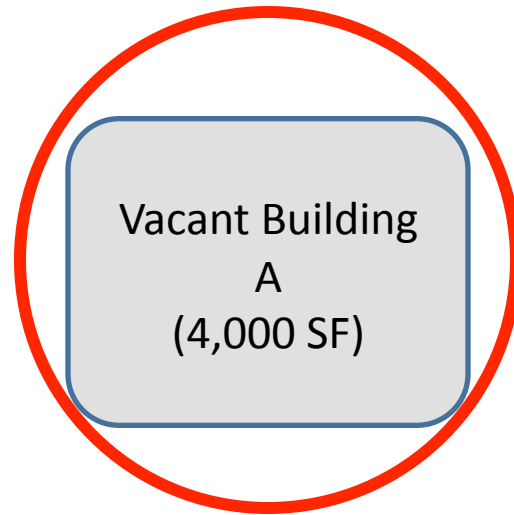


Illustration (not an actual case)







- **Leased to a restaurant.**
- **Needs 36 spaces (9 per 1,000 SF).**
- **What can they do?**

Option 1. Build the parking

Option 1.  the parking

No space or money for major construction project. City would prefer no auto traffic across sidewalk.

Option 2. Grandfathering.

Option 1  of fathering.

No prior restaurant use.

Option 3. In lieu fees.

Option 3. In lieu fees.

$$4,000 \text{ SF} / 1,000 * 9$$

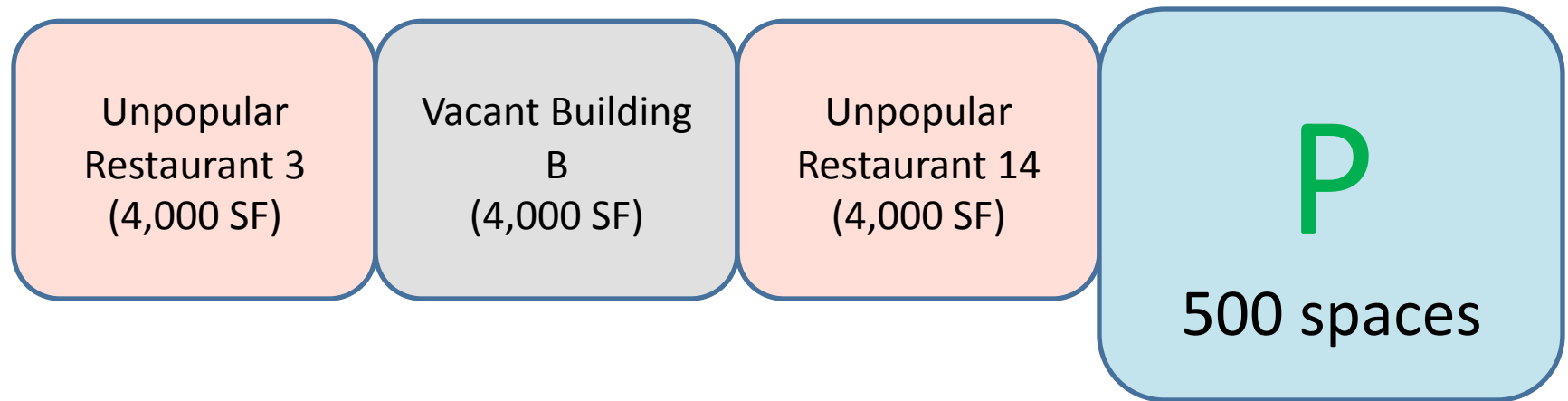
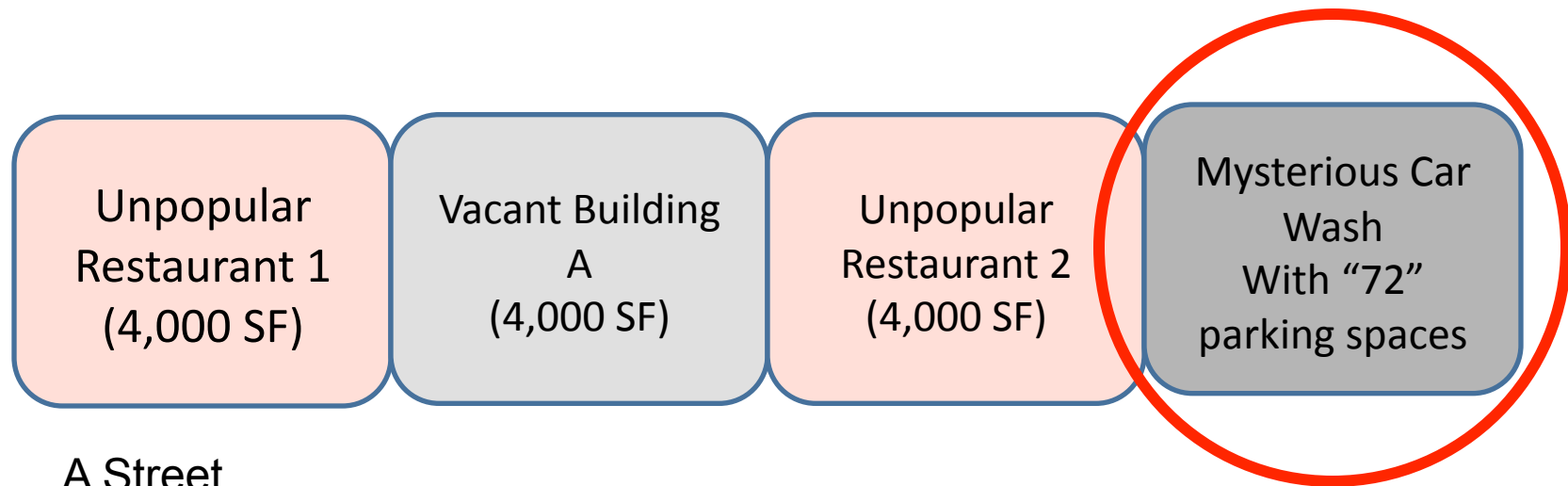
= 36 spaces required.

$$36 * \$20,000 = \$720,000.$$

Option  New fees.

**\$720,000 + a custom parking study
breaks the bank.**

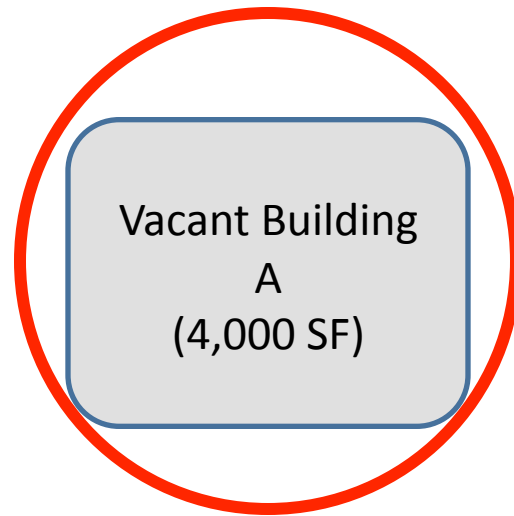
Option 4. Off-site lease for 36 spaces



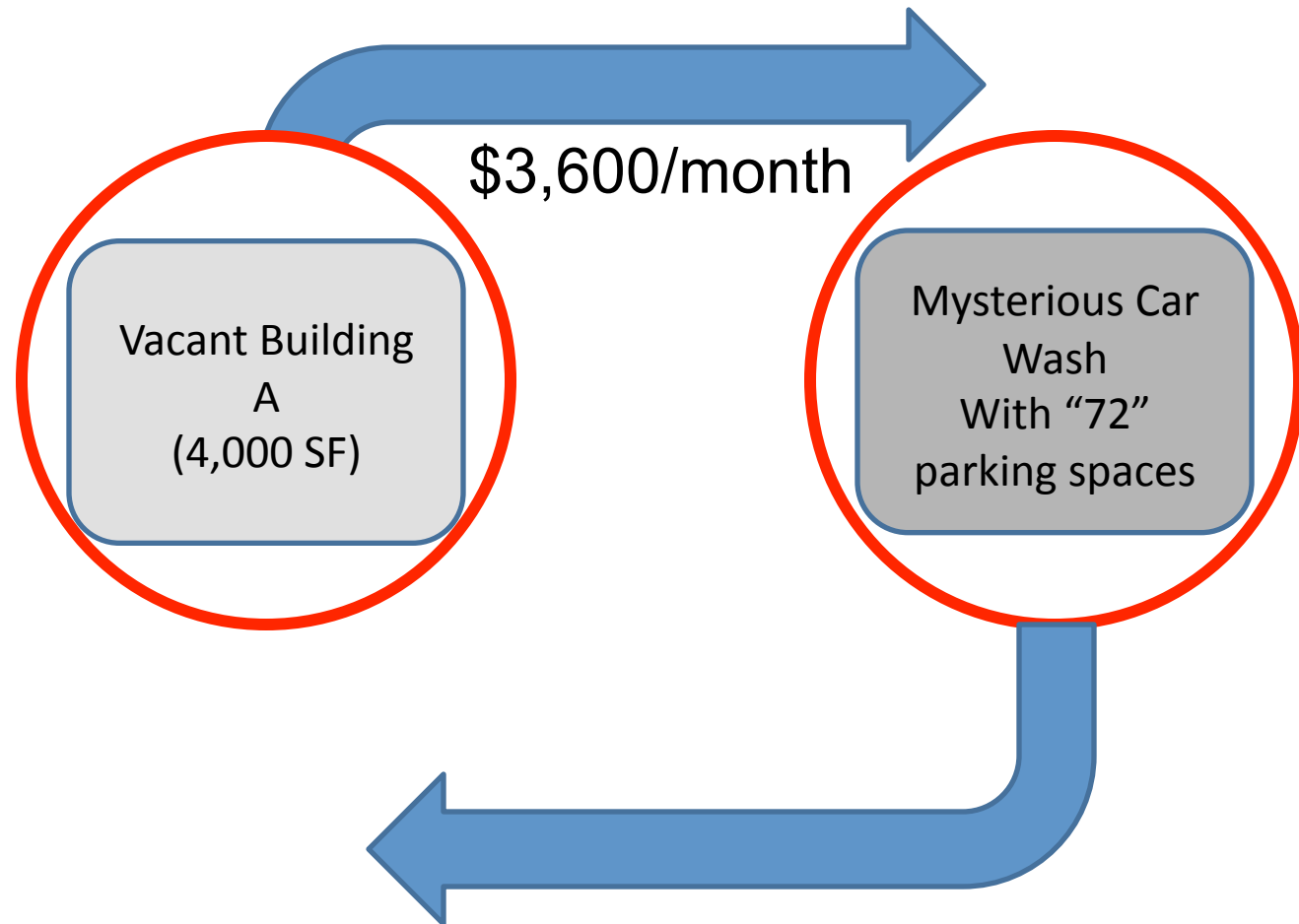
The diagram consists of two nodes arranged horizontally. Each node is a light gray rounded rectangle with a blue border, centered within a larger red circle. The left node contains the text 'Vacant Building A (4,000 SF)' and the right node contains the text 'Mysterious Car Wash With “72” parking spaces'.

Vacant Building
A
(4,000 SF)

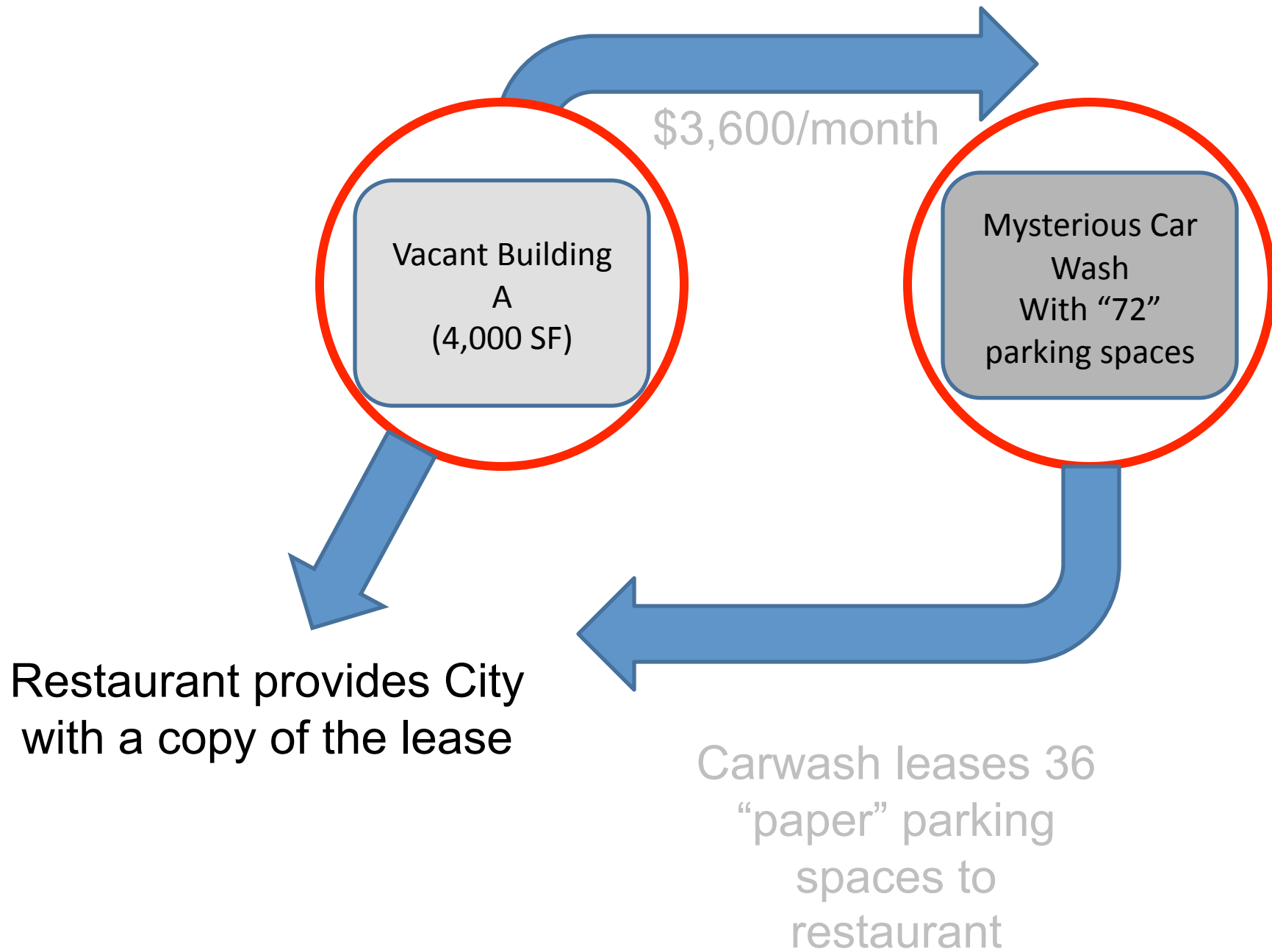
Mysterious Car
Wash
With “72”
parking spaces

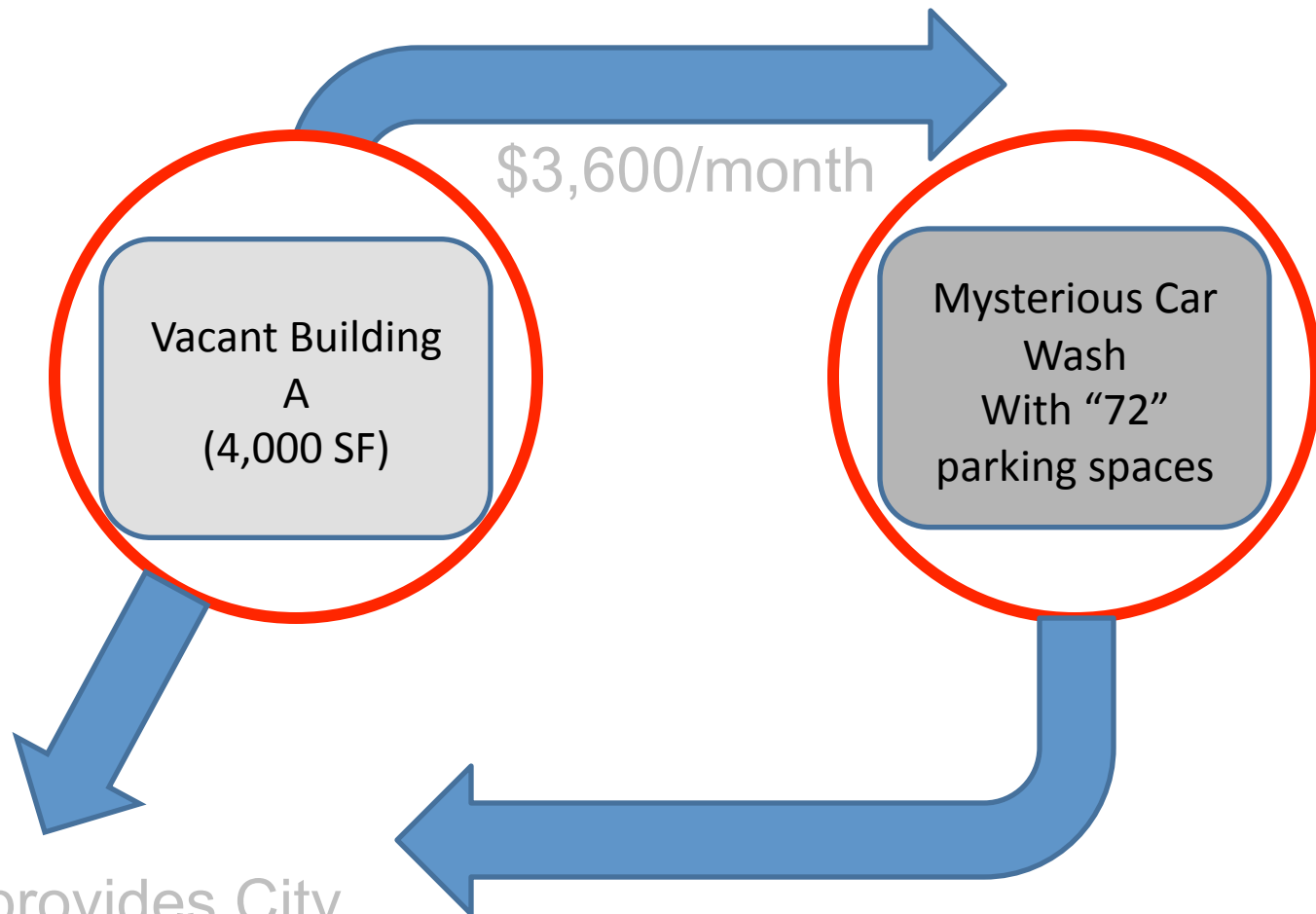


Carwash leases 36
"paper" parking
spaces to
restaurant



Carwash leases 36
"paper" parking
spaces to
restaurant





Restaurant provides City
with a copy of the lease

**If carwash spaces are
“above code,” restaurant
can be approved.**

Carwash leases 36
“paper” parking
spaces to
restaurant

Possible outcomes

Possible outcome #1

**New
Restaurant
A**
(4,000 SF)

Mysterious Car
Wash
With “72”
parking spaces

P

500 spaces

- Restaurant is moderately successful
- Most patrons park at car wash
- Actual peak utilization is 36 spaces
- Neighboring uses stay the same
- Everything is cool

Possible outcome #2

**New
Restaurant
A**
(4,000 SF)

Mysterious Car
Wash
With “72”
parking spaces

P

500 spaces

- Restaurant is *wildly* successful
- All patrons park at car wash
- Actual peak utilization 72 cars

**Today, the City has no good way to tell
whether Outcome #1 or Outcome #2
actually happened.**

But it needs to know in order to make good
decisions about future projects.

And it needs to know in order to effectively
manage the public parking it controls.

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Second Neighborhood Restaurant

**New
Restaurant
A**
(4,000 SF)

Mysterious Car
Wash
With “72”
parking spaces

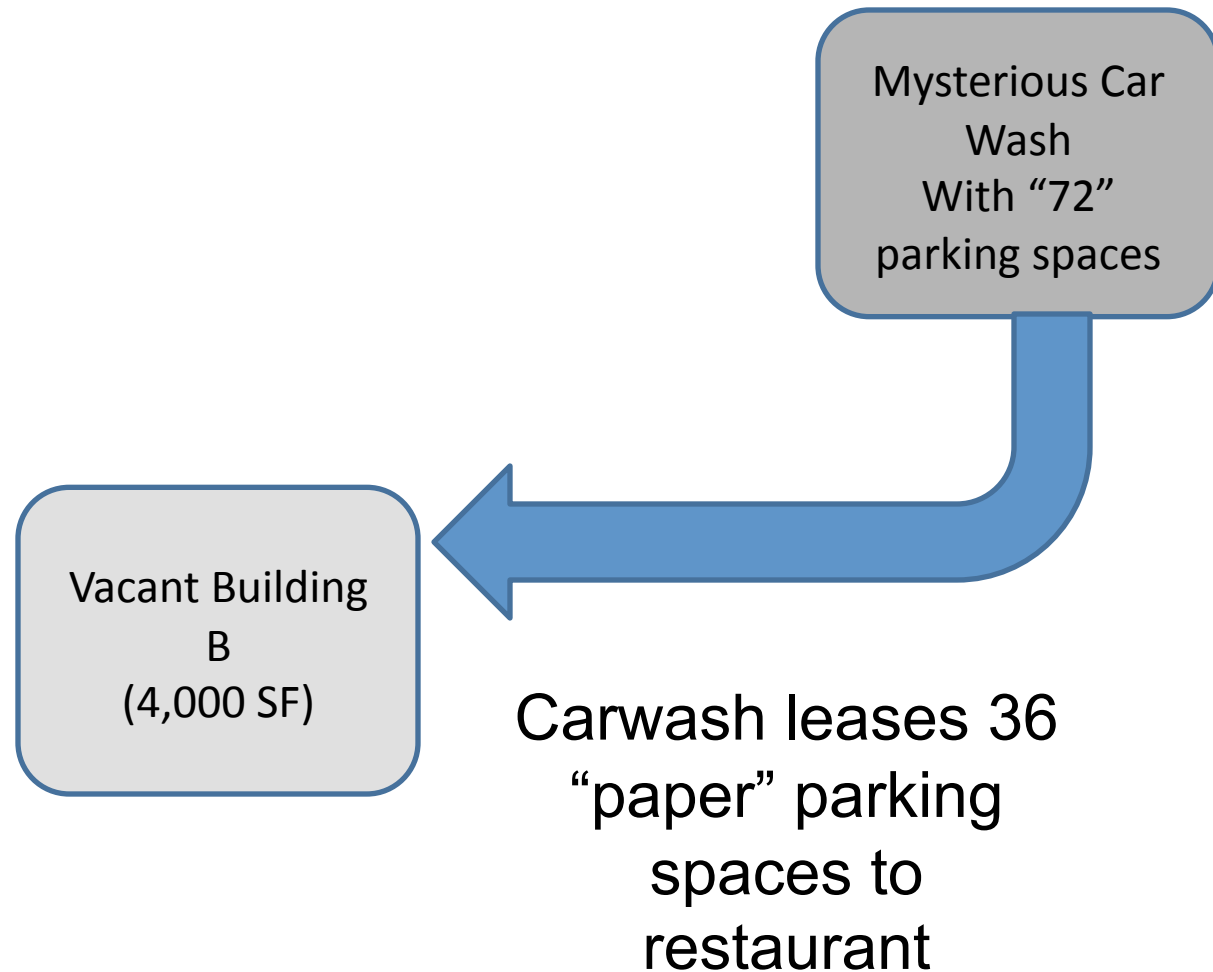
Vacant Building
B
(4,000 SF)

P

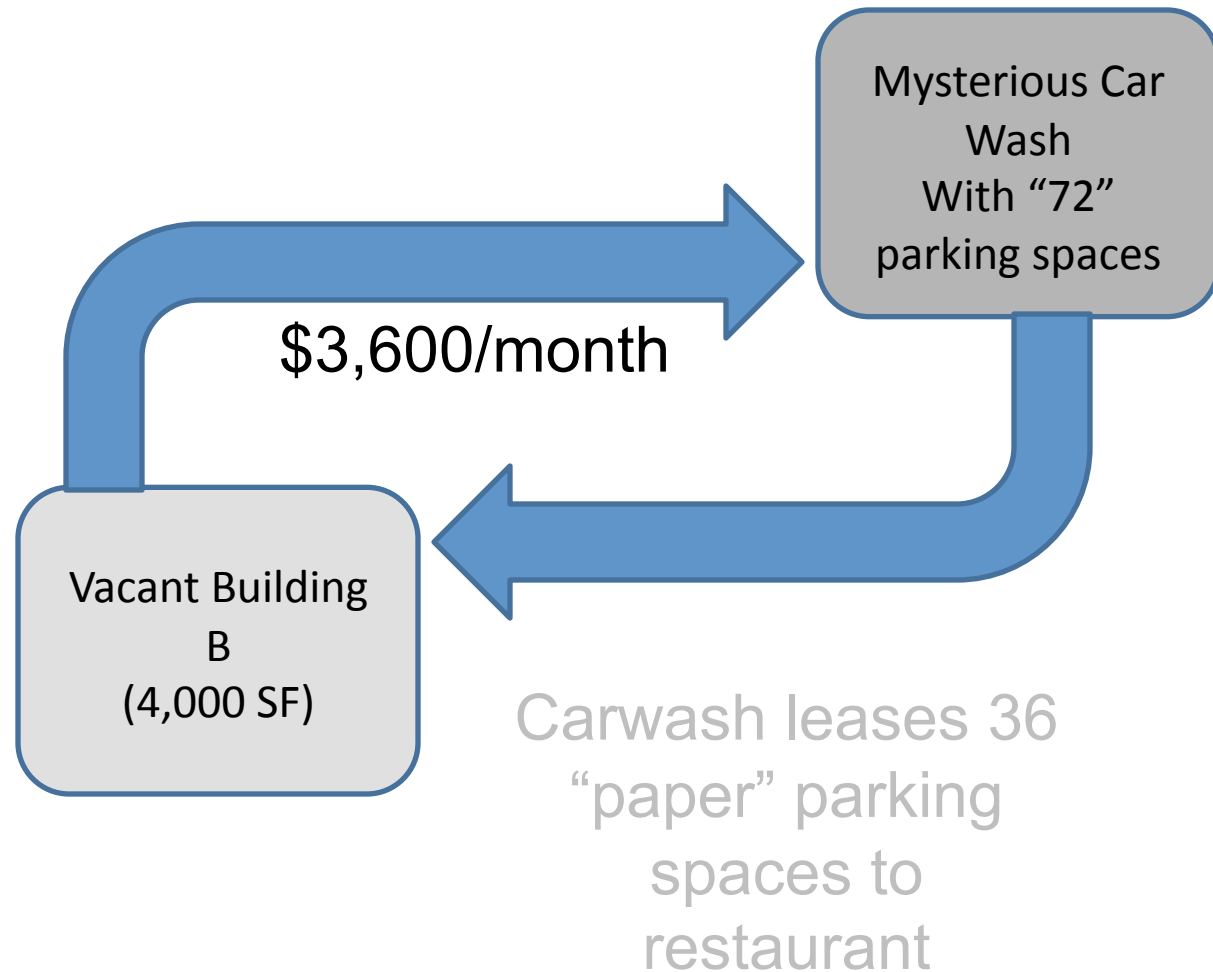
500 spaces

- **Vacant Building “B” gets leased**

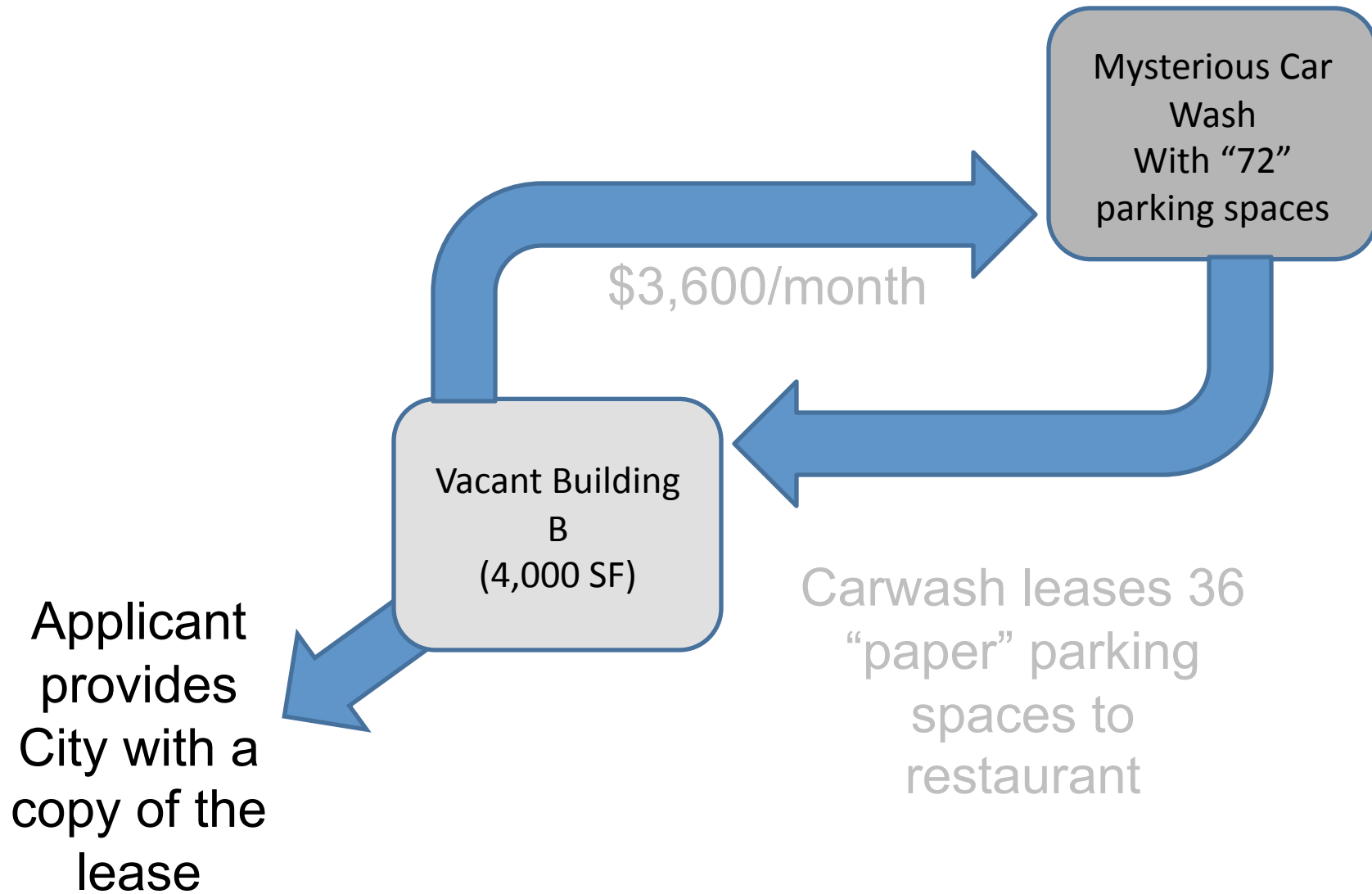
Second Neighborhood Restaurant



Second Neighborhood Restaurant



Second Neighborhood Restaurant



What does the City do now?

**Is there enough parking at the car
wash or isn't there?**

This is where the process can get ugly.

So why do we put our planning
staff and project applicants
through this craziness?

1. Because that's what the code says.

<i>Type of Occupancy</i>	<i>Parking Spaces</i>
o. Arcade or game room	1.0 space for every 200 square feet of GFA
p. Billiard hall	2.0 spaces for every billiard table
Class 7. Bar or Restaurant:	
a. Restaurant (including outdoor decks, patio and/or seating areas)	8.0 spaces for every 1,000 square feet of GFA and outdoor decks, patio and/or seating areas in excess of 15% of gross floor area
b. Bar, club or lounge (including outdoor decks, patio and/or seating areas)	10.0 spaces for every 1,000 square feet of GFA and outdoor decks, patio and/or seating areas
Class 8. Retail Services:	
a. Supermarket or convenience market	5.0 space for every 1,000 square feet of GFA
b. Clothing store	4.0 spaces for every 1,000 square feet of GFA
c. Furniture store	2.0 spaces for every 1,000 square feet of GFA
d. Retail store (freestanding)	4.0 spaces for every 1,000 square feet of GFA
e. Building materials or home improvement store	4.0 spaces for every 1,000 square feet of GFA of retail sales area
f. Barber or beauty shop	3.0 spaces for each operator chair and 1.0 space for each employee
g. Shopping center (strip) (up to 25,000 GFA)	4.0 spaces for every 1,000 square feet of GFA, except the increment of GFA used for a bar, club or lounge shall provide the equivalent of 10 spaces for every 1,000 square feet of GFA
h. Shopping center (neighborhood)(25,001—100,000)	4.0 spaces per 1,000 square feet of GFA, plus increment
i. Shopping center (community) (100,001—399,999)	4.0 spaces per 1,000 square feet of GFA
j. Shopping center (regional) (400,000—1,000,000 GFA)	5.0 spaces for every 1,000 square feet of GFA
k. Shopping center (super regional) (over 1,000,000 GFA)	4.0 spaces for every 1,000 square feet of GFA
l. Discount store	4.0 spaces for every 1,000 square feet of GFA
Class 9. Automobiles:	
a. Auto sales dealer	5.5 spaces for every 1,000 square feet of GFA
b. Auto repair establishment	5.0 spaces for every 1,000 square feet of GFA
c. Car wash (automated)	2.5 spaces for each bay or stall for stacking space
d. Car wash (all other)	1.0 space per stall
e. Service station	3.0 spaces for each service stall and 1.0 space for each employee on duty during largest shift
f. Auto parts and supply store	4.0 spaces for every 1,000 square feet of GFA of retail sales area.

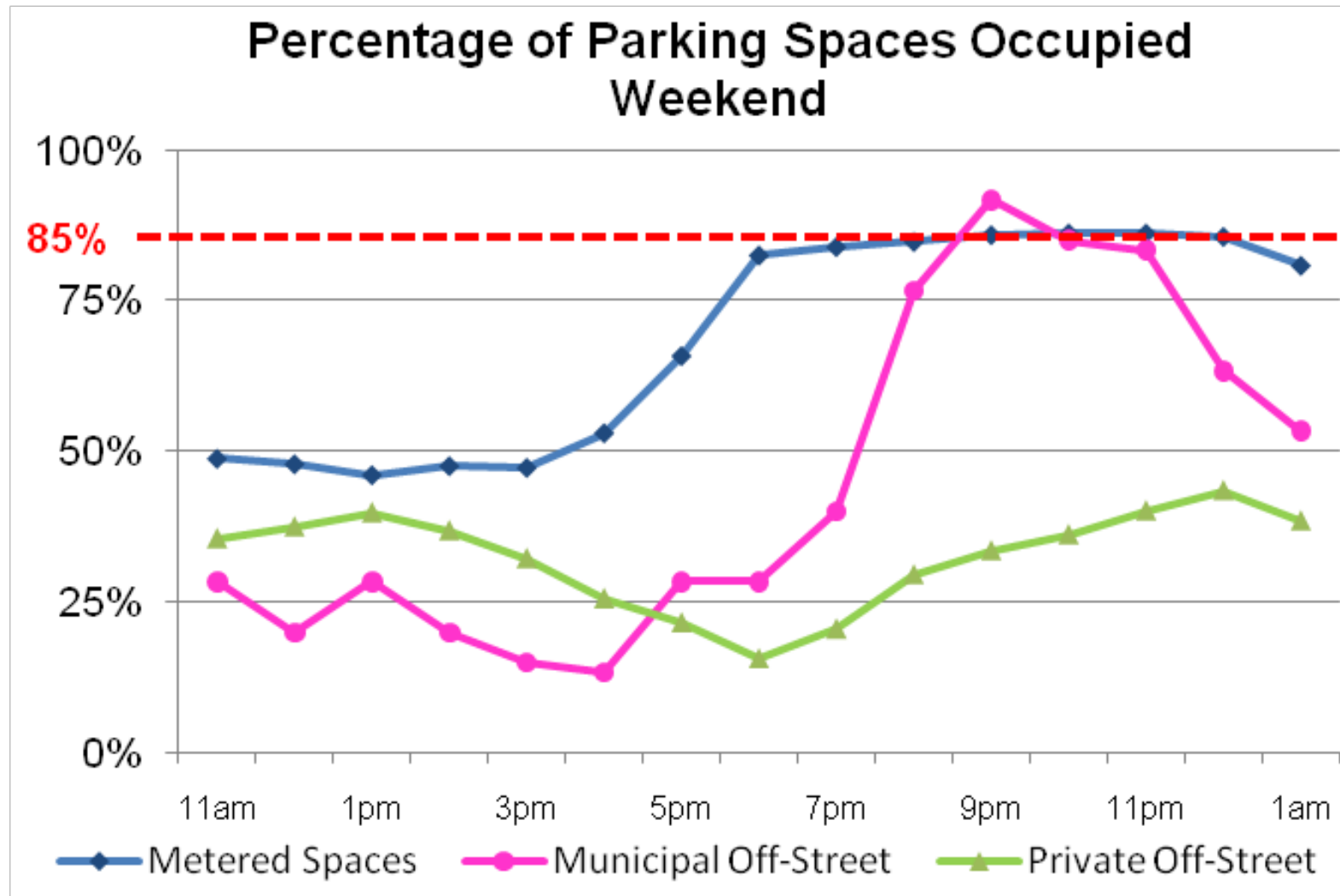
(Ord. No. 89-712, § 2, 5-17-89; Ord. No. 92-1173, § 2, 9-2-92; Ord. No. 94-1268, § 4, 11-22-94; Ord. No. 96-958, § 5, 9-18-96)

2. Because we think more *off-street* parking means less on-street congestion.

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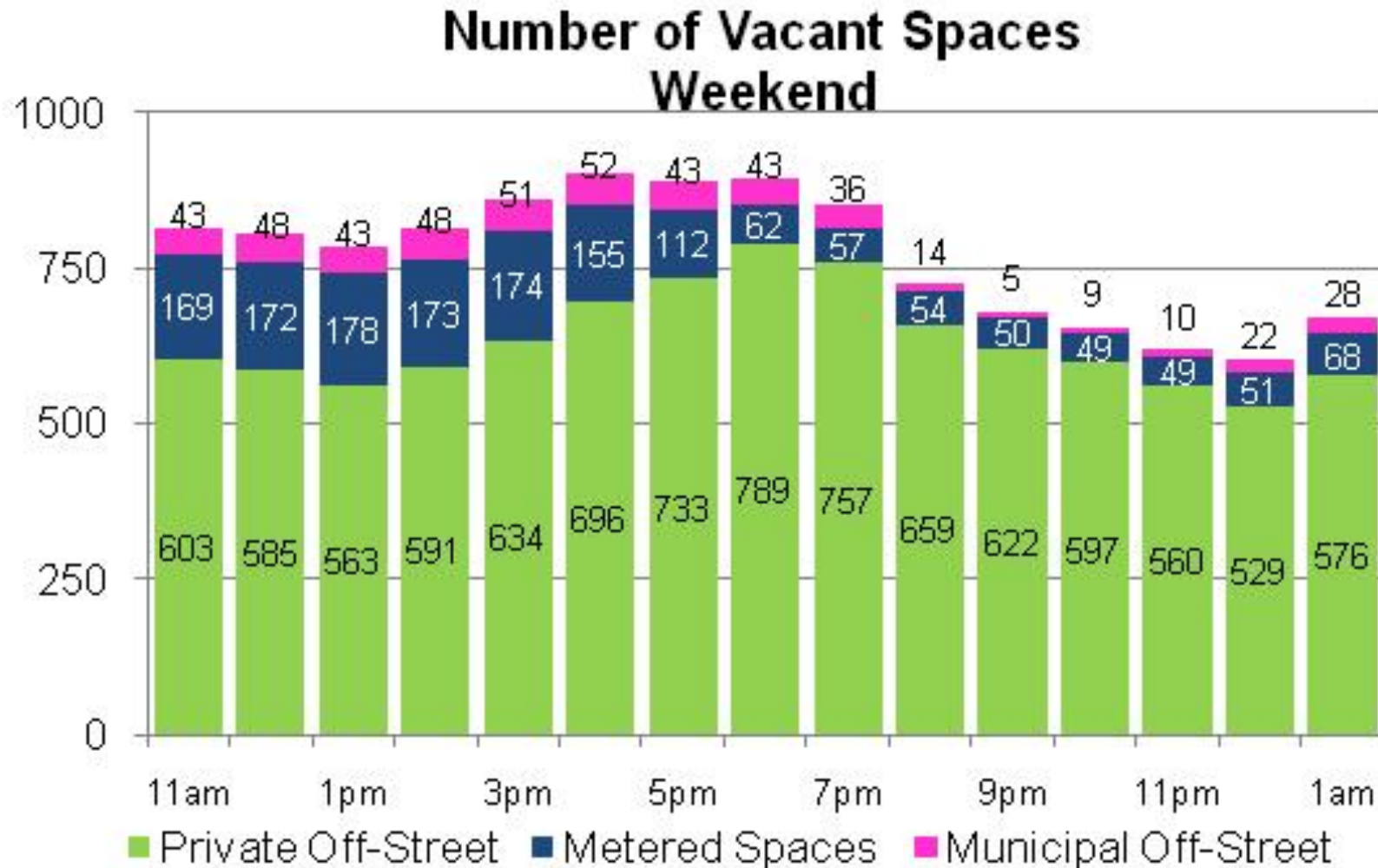
(and this is patently false)

Santa Monica-Melrose West



Source: CEA Survey

Santa Monica-Melrose West



3. And if there *really* is enough off-street supply already, project applicants should be able to prove it—and guarantee it.

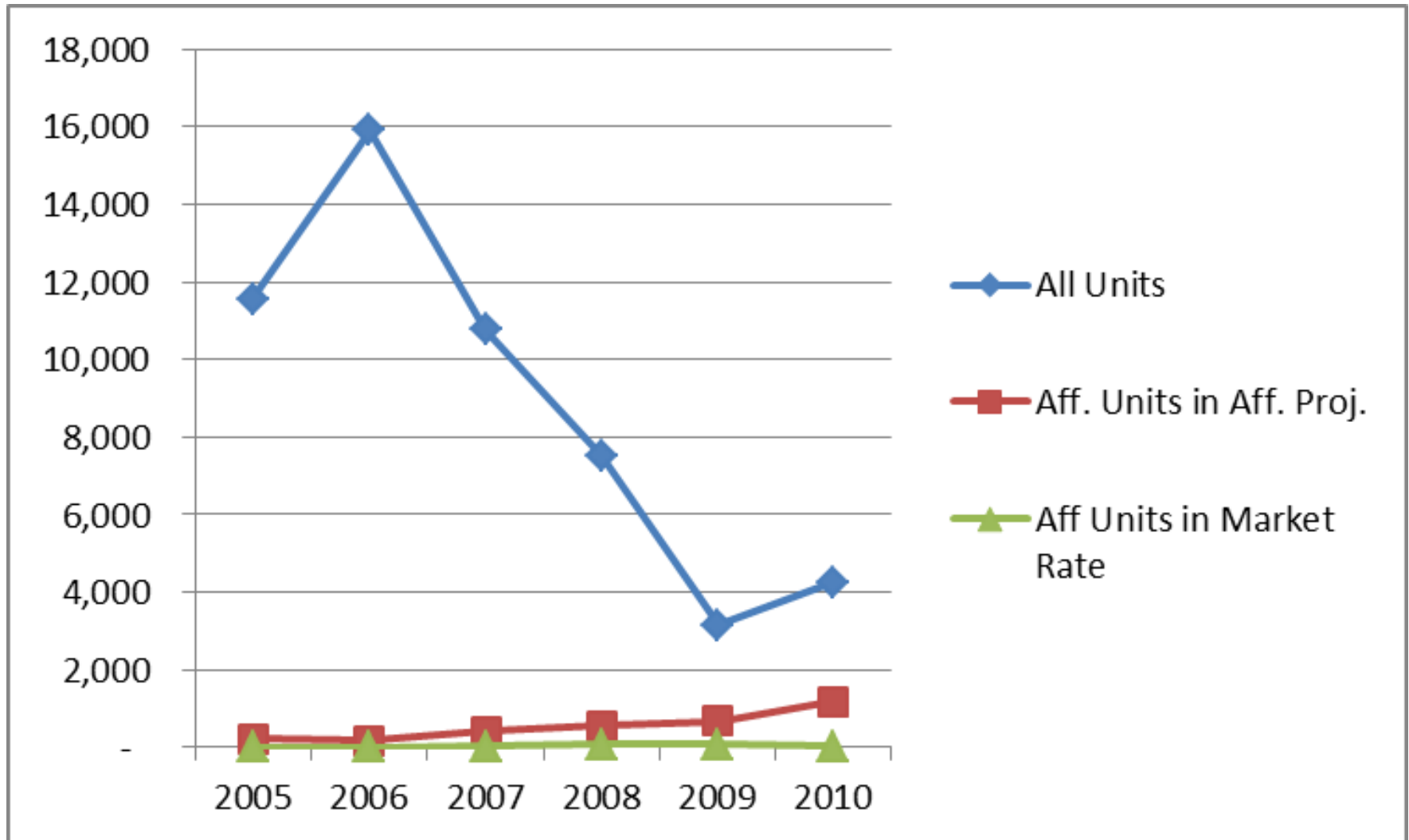
4. Because some mistakenly believe we can trade reduced parking requirements for community benefits.

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(But less parking = lower values = nothing to trade)

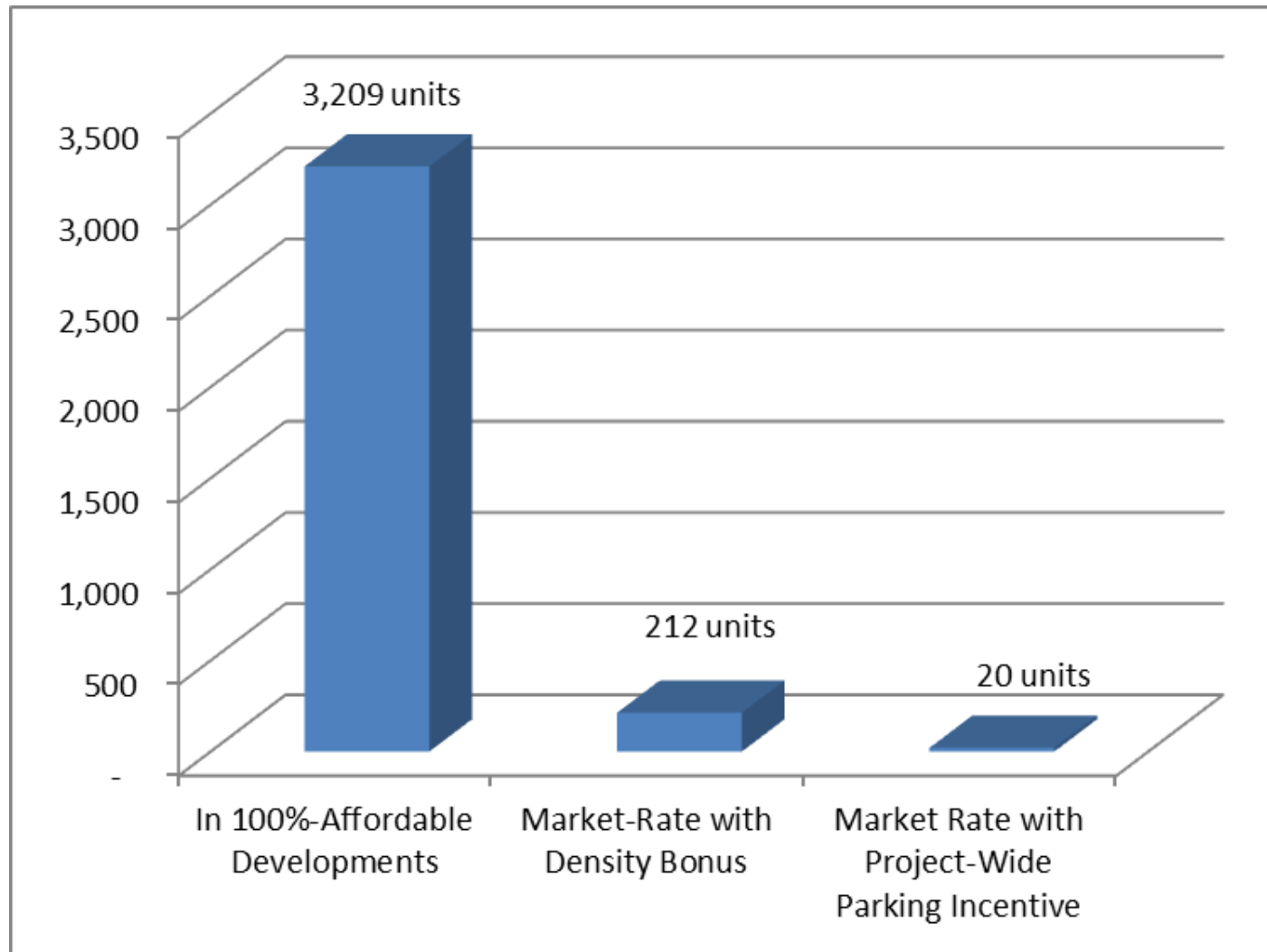
Example: AB 710:
Reduced parking
requirements near transit

Housing Units Produced in City of L.A. 2005-2010



Sources: L.A. Housing Dept., L.A. Dept. of Building & Safety, SCAG

Units in Density Bonus Projects, City of L.A., 2005-2010



Sources: L.A. Housing Dept., L.A. Dept. of Building & Safety, SCAG

How does a reliance on paper parking
create issues?

It can be extraordinarily
complicated to track.

It can be extraordinarily complicated to track.

Schedule for parking lot located at 8075 West Third Street

	Monday to Friday	Saturday	Sunday
8 am to 11 a.m.	83 cars for building 20 cars/Little Next Door	10 cars for building 20 cars for Little Next Door	2 cars for building 20 cars for Little Next Door
11 a.m. to 5 p.m.	63 cars for building 20 cars for Little Next Door	10 cars for building 20 cars for Little Next Door	2 cars for building 20 cars for Little Next Door
5 p.m. to 6 p.m.	20 cars for building 20 cars for Little Next Door	5 cars for building 20 cars for Little Next Door	20 cars for Little Next Door
6 p.m. to 9:30 p.m.	10 cars for building 20 cars for Little Next Door 24 cars for AOC Restaurant	20 cars for Little Next Door 24 cars for AOC Restaurant	20 cars for Little Next Door 24 cars for AOC Restaurant
9:30 p.m. to 12 p.m.	5 cars for building 24 cars for AOC Restaurant	24 cars for AOC Restaurant	24 cars for AOC Restaurant

Just because an applicant leases offsite parking doesn't mean they use it.

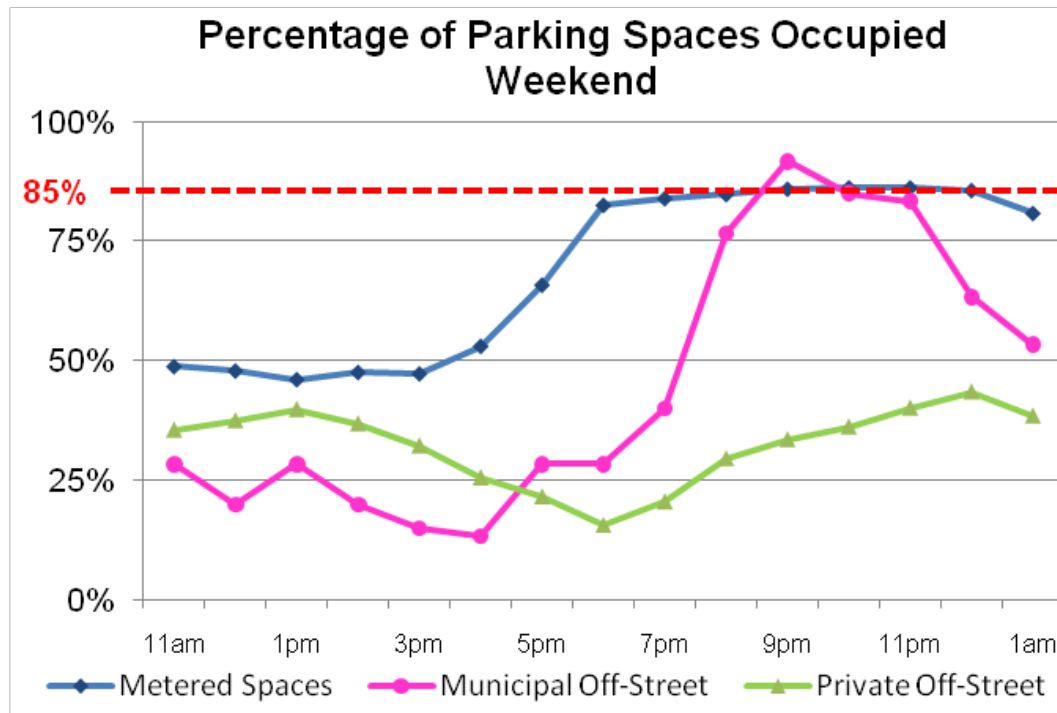
Just because it's leased doesn't mean
anyone parks in it.



. . . Unless they're being photographed . . .



Moreover, people look at **real parking** to assess conditions in their neighborhood.



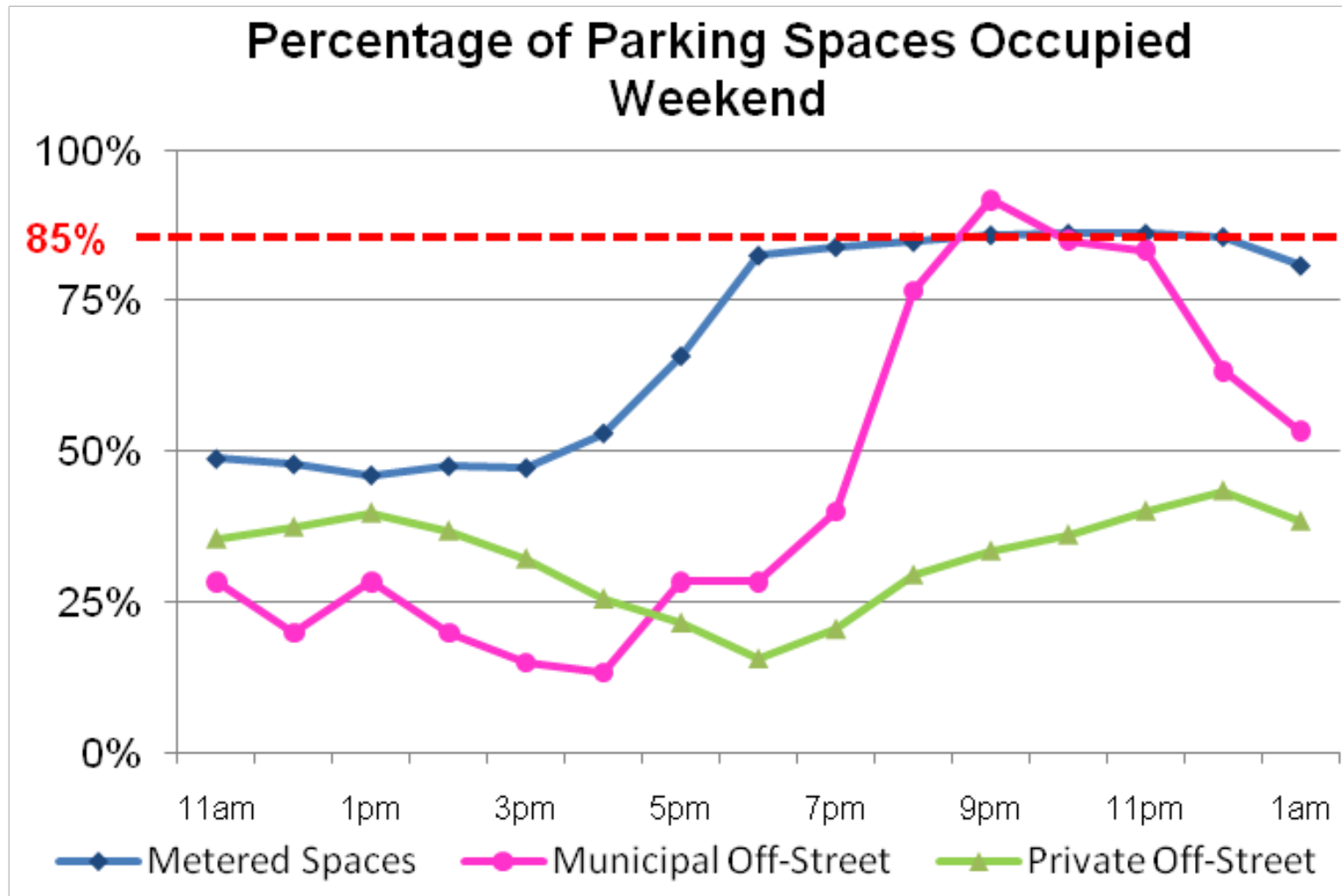
Source: CEA Survey of Santa Monica-Melrose West, West Hollywood

Moreover, people look at **real parking** to assess conditions in their neighborhood.



Human behavior thus determines the state of real parking in any neighborhood.

And all the paper parking in the world cannot change that.

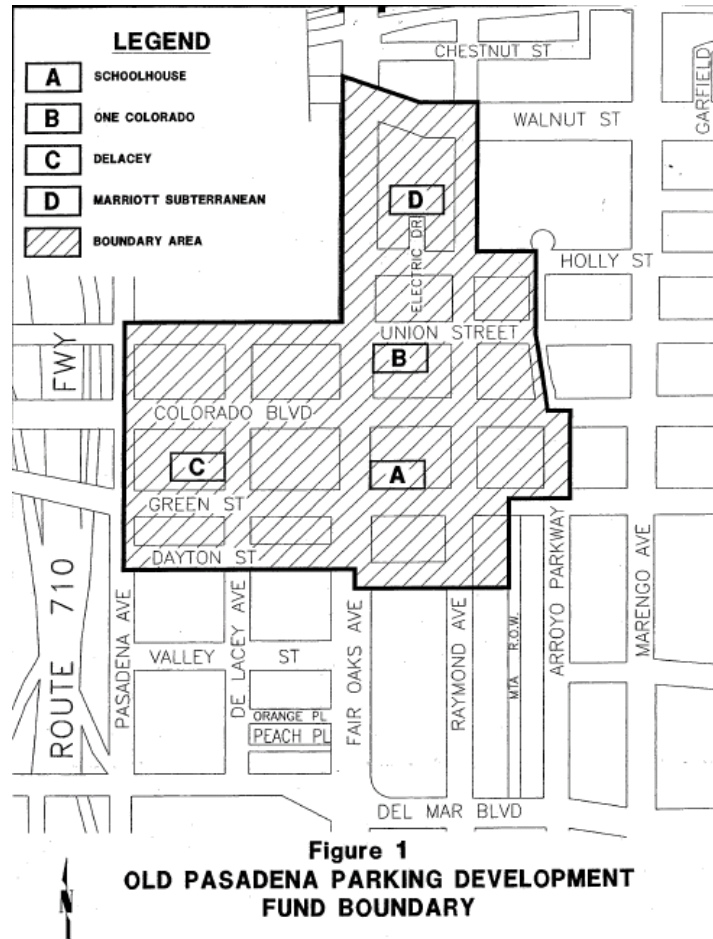


Source: CEA Survey of Santa Monica-Melrose West, West Hollywood

So what is a planner to do?

1. Make paper parking much more representative of real parking.

Old Pasadena Parking District



Old Pasadena



Source: www.railroadarchive.net/1A00_goldline.html

“Parking Credits”

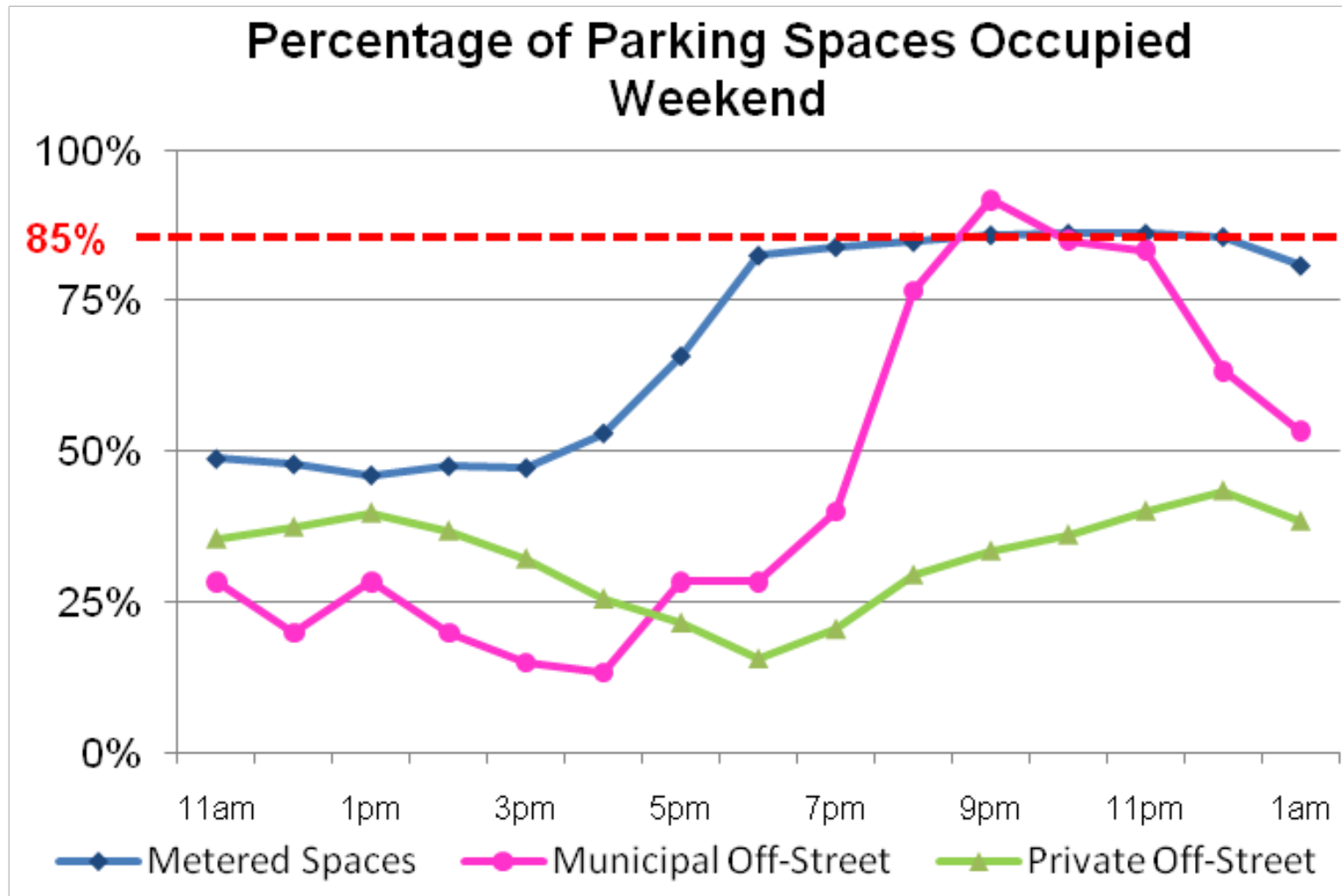
- Typically, one credit satisfies one space requirement.
(Possible to create daytime and nighttime standards)
- Building owners “lease” credits from the City.
- Creates “park once” neighborhoods, more efficient use of resources, less expensive and more predictable than alternatives.
- Better way to manage development and parking in destination districts

“Parking Credits”

- Born in Pasadena (ht Marsha Rood)
- Implemented on a pilot basis in L.A.
- Enabled in the West Hollywood General Plan Update

2. Understand that managing entitlements is not the same as managing parking.

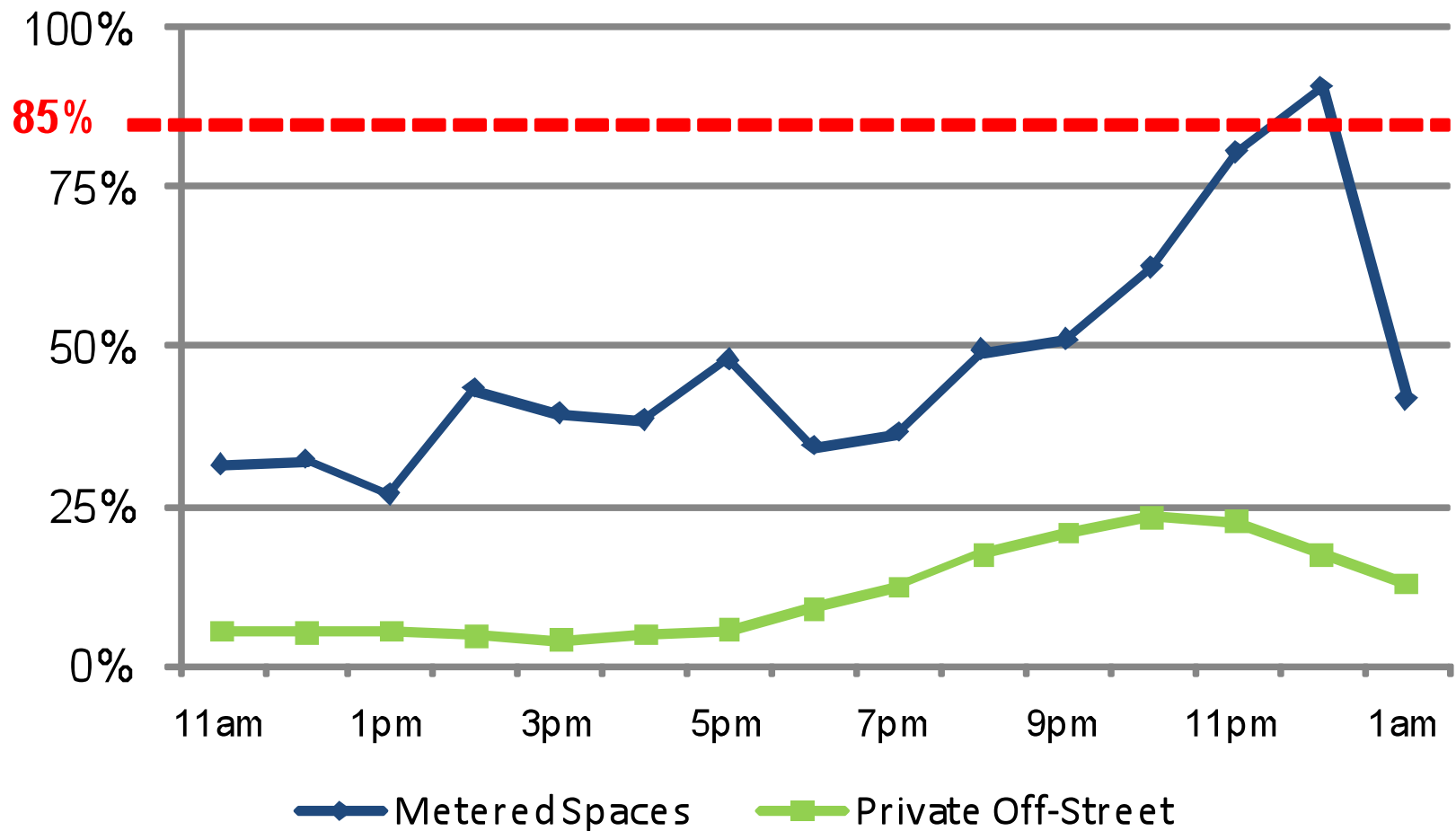
(i.e., pricing, hours, etc.)



Source: CEA Survey of Santa Monica-Melrose West, West Hollywood

Sunset Strip West

Percentage of Parking Spaces Occupied Weekend



Source: CEA Survey

3. Engage with parking operators and managers to create comprehensive strategies for entitlements and operations.

4. Use data to trump politics.

Eagle Rock

TRANSPORTATION

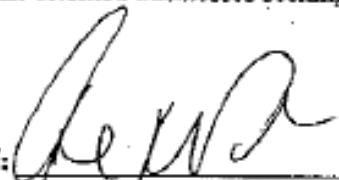
MOTION

The Eagle Rock area of Los Angeles is an older community with pedestrian-scaled commercial businesses located along Colorado Boulevard and Eagle Rock Boulevard. These businesses are often located in buildings that were built before the establishment of current City parking requirements. Efforts to retain and enhance the pedestrian-oriented character of the commercial area has been difficult when current parking requirements do not fit with the community's goals.

Without these efforts it is difficult to retain and enhance the pedestrian-oriented character of the commercial area. Therefore, the City should explore the possibility of implementing a Community Parking Pilot Project to examine parking options that attract the types of businesses that are desired by the Eagle Rock business and residential communities. The pilot project should be designed to protect and enhance the pedestrian character of the commercial streets in the Colorado Specific Plan Area, as well as the character of the adjacent residential neighborhoods.

I THEREFORE MOVE that the City Council direct the Department of Transportation, in coordination with the Department of City Planning, to develop a Community Parking Pilot Project consistent with the Colorado Boulevard Specific Plan that will provide parking options to enhance the pedestrian-oriented businesses seeking to locate in that area.

PRESENTED BY:


Antonio Villaraigosa
Councilmember, 14th District

SECONDED BY:



Thank You